

ABSTRACT OF THE DISCLOSURE

The present invention relates to methods and systems for determining whether to market an intellectual property asset, where the intellectual property asset is based at least in part on an innovation developed for an internal need. In an embodiment, a description of an intellectual property asset is received, and an assessment of the marketability of the intellectual property asset is generated based at least in part on the description of an intellectual property asset and a marketing criterion.

Document #: 1111415 v.1

0050154-123000